

April 17, 2012



# **Southwest Airlines Offers Bonus Rapid Rewards® Points for Members Who Purchase Business Select Fares**

## **Members Will Earn 4,000 Bonus Points for Roundtrip Business Select Flights through May 29, 2012**

DALLAS, April 17, 2012 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) is helping Rapid Rewards Members rack up the points this Spring! Southwest launched a promotion that will reward Members of the airline's frequent flyer program, Rapid Rewards, 4,000 bonus points for each roundtrip Business Select Fare, or 2,000 points for each one-way, in addition to the extra Rapid Rewards Points Members already receive with purchase of the fare. Rapid Rewards Members simply need to register for the promotion at the web site below prior to travel, book and fly between April 12 and May 29, 2012, to receive the bonus points. Customers wanting to enroll in Rapid Rewards and take advantage of this promotion may also click on the link below.

To register, visit: <http://www.southwest.com/rrbusiness4000points>.

Members who purchase a Business Select Fare receive priority boarding in group A1-A15, access to Fly By® Security Lanes\* which help Customers speed through the ticket counter and security checkpoint lines, and a complimentary premium drink coupon valid for day of travel. The fare is fully refundable and offers same-day changes at no additional cost.

\*select cities

### **About Southwest Airlines**

Southwest Airlines continues to differentiate itself from other low-fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 73 cities in 38 states and remains one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit [southwest.com/citizenship](http://southwest.com/citizenship) to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 37,000 Employees systemwide.

### **Terms and Conditions:**

Members must register for this promotion between April 12 and May 29, 2012, and registration must be completed prior to commencement of travel. Valid on new reservations only. Members must book a Business Select Fare between April 12 and May 29, 2012. Travel must be completed between April 12 and May 29, 2012, on Southwest published, scheduled service. Members will receive 4,000 bonus points per roundtrip Business Select flight or 2,000 bonus points per one-way Business Select flight. Bonus points will be awarded in addition to the standard flight points earned through Rapid Rewards. Rapid

Rewards account number must be entered at the time of booking. Member will receive bonus Rapid Rewards Points within four days after completion of entire ticket. Award, Companion Pass, Southwest Vacation Packages, Jackpot Deals, and reward travel do not qualify for promotion. Bonus points do not count toward A-List, A-List Preferred, or Companion Pass qualification. Changes made to the itinerary after purchase may eliminate qualification for this promotion. Promotion cannot be combined with any other offer or promotion. Rapid Rewards rules and regulations apply.

[www.southwest.com](http://www.southwest.com)

SOURCE Southwest Airlines